



Synchronoss Selected By GSMA to Discuss The Role of Mobile Connectivity in Consumer Electronics At The 2011 Mobile World Congress

January 18, 2011

BRIDGEWATER, N.J., Jan 18, 2011 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading global provider of [on-demand transaction management software](#) platforms, today announced that it has been selected by the GSMA to share its views on embedded consumer electronics and connected devices at the 2011 Mobile World Congress to be held in the Fira de Barcelona, 14-17 February 2011.

The panel titled, "Embedded Consumer Electronics: The Role of Mobile Connectivity" will include Synchronoss' [President and Head of Strategy & Corporate Development, Mike Mulica](#), and senior executives from AT&T, Best Buy Mobile, SoftBank, Sony, and, TomTom. The panel will take place on Thursday the 17th of February at 9:30 AM at the Fira de Barcelona Conference and Exhibition Center.

"As the market for embedded consumer electronics and connected devices continues to grow exponentially, mobile operators must consider the opportunities and challenges associated with network demands," said Mike Mulica, President of Corporate Strategy at Synchronoss Technologies. "Not only must networks scale and promise higher data speeds with lower latencies to keep pace with demand, they must also deliver a reliable and best in class [activation, synchronization and provisioning](#) process in order to enable a powerful mobility experience."

Synchronoss will have a considerable presence at the 2011 Mobile World Congress. [Company activities during the conference include:](#)

Schedule a Synchronoss Cloud Services Demo or Meeting

WHEN: Monday February 14th -Thursday, February 17th, 2011

WHERE: Synchronoss Hospitality Suite, Catalonia Plaza Hotel Plaza España 6-8 Barcelona, Spain (Located just in front of the Fira de Barcelona)

Embedded Consumer Electronics: The Role of Mobile Connectivity

WHEN: Thursday, February 17th, 2011 - 9:30 AM Central European Time

WHERE: Fira de Barcelona Convention and Exhibition Center

For More Information about the Panel See: www.mobileworldcongress.com/conference/conf_agenda.htm

ABOUT SYNCHRONOSS TECHNOLOGIES INC.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. The company's ConvergenceNow^(R), ConvergenceNow^(R) Plus+(TM) and InterconnectNow(TM) technology platforms enable communication service providers, cable operators, retailers/e-tailers and OEMs to automate [subscriber activation](#), order management, provisioning and content transfer and synchronization of connected devices, across any network from any distribution channel. For more information visit us at:

Web: www.synchronoss.com

Blog: blog.synchronoss.com

Twitter: twitter.com/synchronoss

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